

WHAT IS CLAIMED IS:

5 1. A method using a computer of determining a goods requirement, comprising:

receiving historical information relating to historical sales levels of the goods;

10 receiving forecasted associated trend information relating to trends associated with demand for the goods; and

15 determining an expected demand for the goods using the historical information and the forecasted associated trend information.

20 2. The method of claim 1 wherein the expected demand is determined for a specific distribution network.

25 3. The method of claim 1 wherein the expected demand is determined for a specific region.

4. The method of claim 1 further comprising receiving further historical associated information, the further historical associated information comprising forecasted associated trend information for a prior period.

30 5. The method of claim 4 wherein the forecasted associated trend information for a prior period is a prior season.

35 6. A method using a computer of determining an expected demand for a good, comprising:

determining a baseline quantity for the good;

5 receiving an estimate of circumstances which have a correlation with the demand for the good; and

adjusting the baseline quantity using the estimate of circumstances.

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7. The method of claim 6 wherein the baseline quantity is the quantity of goods expected to be required at a given time at a particular retail location.

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8. The method of claim 6 wherein the baseline quantity is the quantity of goods expected to be required for a distribution center of a particular retailer.

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9. A method using a computer of determining an expected demand for a good, comprising:

performing setup functions;

determining a baseline forecast through multiple regression analysis using historical levels of consumption for the good;

25 receiving associated predictive information regarding the goods; and

adjusting the baseline forecast using the associated predictive information regarding the goods.

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10. The method of claim 9 wherein the associated predictive information is an expected number of individuals afflicted with an illness and an alert status level for the illness.

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5 11. The method of claim 10 wherein adjusting the
baseline forecast comprises determining an average number of
units by averaging the multiple of the expected number of
individuals by historical number of sales corresponding to the
expected number of individuals and the multiple of a net
change in expected number of individuals and a population
affected adjustment factor.

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12. The method of claim 11 wherein adjusting the
baseline forecast comprises using the average number of units,
a pivot factor, and an out of stock opportunity percent.

15 13. A system for determining a goods forecast,
comprising:

20 means for receiving historical information relating to
historical sales levels of the goods;

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means for receiving forecasted associated trend
information relating to trends associated with demand for the
goods; and

25 means for determining an expected demand for the goods
using the historical information and the forecasted associated
trend information.

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